Journal of Retailing

Editor: Charles Ingene

© New York University 1996 (ISSN: 0022-4359)

Published for
New York University
by *JAI Press Inc.*

Greenwich, Connecticut London, England

Index
VOLUME 72

JOURNAL OF RETAILING

Editor: **Charles A. Ingene,** *University of Washington*
Editor Elect: Louis P. Bucklin, *University of California, Berkeley*

Executive Board

C. Samuel Craig, Professor of Marketing, Stern School of Business, *New York University*
Avijit Ghosh, Professor of Marketing, Stern School of Business, *New York University*
Charles A. Ingene, Professor of Marketing, School of Business, *University of Washington*

Editorial Board

Dale D. Achabal, *Santa Clara University*
Mark I. Alpert, *University of Texas*
Richard P. Bagozzi, *University of Michigan*
William O. Bearden, *University of South Carolina*
Sharon Beatty, *University of Alabama*
Russell Belk, *University of Utah*
Leonard L. Berry, *Texas A&M University*
Mary Jo Bitner, *Arizona State University*
William C. Black, *Louisiana State University*
James R. Brown, *Virginia Polytechnic Institute and State University*
Louis P. Bucklin, *University of California, Berkeley*
Anne T. Coughlan, *Northwestern University*
F. Robert Dwyer, *University of Cincinnati*
Richard Ettenson, *Bond University*
Paul W. Farris, *University of Virginia*
Gary Frazier, *University of Southern California*
Gary J. Gaeth, *University of Iowa*
Avijit Ghosh, *New York University*
Linda L. Golden, *University of Texas*
Arieh Goldman, *Hebrew University*
Dhruv Grewal, *University of Miami*
Greg Gundlach, *University of Notre Dame*
Jan Heide, *University of Wisconsin*
James Hess, *University of Illinois*
Elizabeth C. Hirschman, *Rutgers University*
Stephen Hoch, *University of Pennsylvania*
Patrick J. Kaufmann, *Georgia State University*
J. Patrick Kelly, *Wayne State University*
Roger A. Kerin, *Southern Methodist University*
Francine Lafontaine, *University of Michigan*
Charles W. Lamb, *Texas Christian University*
Michael Levy, *University of Miami*
J. Dennis Lord, *University of North Carolina*
Jordan J. Louviere, *University of Sydney*
Robert F. Lusch, *University of Oklahoma*
Vijay Mahajan, *University of Texas*
J. Barry Mason, *University of Alabama*
Robert J. Meyer, *University of Pennsylvania*
Morton O'Kelley, *Ohio State University*
A. Parasuraman, *University of Miami*
Robert A. Peterson, *University of Texas*
V. Kasturi Rangan, *Harvard Busniess School*
Brian T. Ratchford, *State University of New York, Buffalo*
Roland Rust, *Vanderbilt University*
Murphy A. Sewall, *University of Connecticut*
Subhash Sharma, *University of South Carolina*
Michael Solomon, *Auburn University*
Joel Steckel, *New York University*
Douglas J. Tigert, *Babson College*
Janet Wagner, *University of Maryland*
Rockney G. Walters, *Indiana University*
Barton Weitz, *University of Florida*

The *Journal of Retailing* is issued quarterly by Leonard N. Stern School of Business, New York University, 8-176 Management Education Center, 44 West 4th Street, New York, NY 10012.

Address manuscripts and editorial correspondence to: Louis P. Bucklin, Department of Marketing, Walter A. Haas School of Business, University of California at Berkeley, Berkeley, CA 94720-1900, Phone: 510-642-4872; Fax: 510-642-4700; E-mail: <pbucklin@haas.berkeley.edu>

Address all subscription orders and inquiries to: *Journal of Retailing*, JAI Press Inc., 55 Old Post Road No. 2, P.O. Box 1678, Greenwich, CT. 06836-1678; (Europe and United Kingdom) 38 Tavistock Street, Covent Garden, London WCZE 7PB, England.

All articles may be reprinted for classroom use free of charge. Please contact the publisher for all other reproduction permissions.

Copyright 1996 New York University

Indexes

Journal of Retailing, Volume 72, 1996

[Note: Number preceding colon is the issue number]

AUTHOR INDEX

Agrawal, Deepak and Christopher Schorling. Market Share Forecasting: An Empirical Comparison of Artificial Neural Networks and Multinomial Logit Model, 4: 383-407.

Andaleeb, Syed Saad. An Experimental Investigation of Satisfaction and Commitment in Marketing Channels: The Role of Trust and Dependence, 1: 77-94.

Babin, Barry J. and James S. Boles. The Effects of Perceived Co-Worker Involvement and Supervisor Support on Service Role Stress, Performance and Job Satisfaction, 1: 57-76.

Barnes, James H. and Kirk L. Wakefield. Retailing Hedonic Consumption: A Model of Sales Promotion of a Leisure Service, 4: 409-427.

Beatty, Sharon E., Jungki Lee, Morris Mayer, James E. Coleman and Kristy L. Ellis. Customer-Sales Associate Retail Relationships, 3: 223-248.

Bobinski Jr., George S., Dena Cox and Anthony Cox. Retail "Sale" Advertising, Perceived Retailer Credibility and Price Rationale, 3: 291-306.

Boles, James S. and Barry J. Babin. The Effects of Perceived Co-Worker Involvement and Supervisor Support on Service Role Stress, Performance and Job Satisfaction, 1: 57-76.

Choi, S. Chan. Price Competition in a Duopoly Common Retailer Channel, 2: 117-134.

Coe, Barbara, James Reardon and Pon Hasty. The Effect of Information Technology On Productivity in Retailing, 4: 445-461.

Coleman, James E., Sharon E. Beatty, Jungki Lee, Morris Mayer and Kristy L. Ellis. Customer-Sales Associate Retail Relationships, 3: 223-248.

Cox, Anthony, George S. Bobinski Jr., and Dena Cox. Retail "Sale" Advertising, Perceived Retailer Credibility and Price Rationale, 3: 291-306.

Cox, Dena, George S. Bobinski Jr., and Anthony Cox. Retail "Sale" Advertising, Perceived Retailer Credibility and Price Rationale, 3: 291-306.

Dant, Rajiv P., Audhesh K. Paswan and Patrick J. Kaufman. What We Know About Ownership Redirection in Franchising: A Meta-Analysis, 4: 429-444.

Desai, Preyas S. and Kannan Srinivasan. Aggregate versus Product-Specific Pricing: Implications for Franchise and Traditional Channels, 4: 357-382.

Dick, Alan, Paul S. Richardson and Arun K. Jain. Household Store Brand Proneness: A Framework, 2: 159-186.

Journal of Retailing, Volume 72(4), pp. 465–468, ISSN: 0022-4359

Copyright © 1996 by New York University. All rights of reproduction in any form reserved.

Ellis, Kristy L., James E. Coleman, Sharon E. Beatty, Jungki Lee and Morris Mayer. Customer-Sales Associate Retail Relationships, 3: 223-248.

Ganesan, Shankar and Barton A. Weitz. The Impact of Staffing Policies on Retail Buyer Job Attitudes and Behaviors, 1: 31-56.

Gehrt, Kenneth C. and Soyeon Shim. Hispanic and Native American Adolescents: An Exploratory Study of Their Approach to Shopping, 3: 307-324.

Hasty, Ron, James Reardon and Barbara Coe. The Effect of Information Technology On Productivity in Retailing, 4: 445-461

Ingene, Charles. Passing the Torch, 4: 331-332.

Jain, Arun K., Paul S. Richardson and Alan Dick. Household Store Brand Proneness: A Framework, 2: 159-186.

Kamakura, Wagner A., Thomasz Lenartowicz, and Brain T. Ratchfrord. Productivity Assessment of Multiple Retail Outlets, 4: 333-359.

Kaufman, Patrick J., Rajiv P. Dant and Audhesh K. Paswan. What We Know About Ownership Redirection in Franchising: A Meta-Analysis, 4: 333-359.

Kelley, Scott W., Timothy Longfellow and Jack Malehorn. Organizational Determinants of Service Employees' Exercise of Routine, Creative, and Deviant Discretion, 2: 135-154.

Kibarian, Thomas M. and Robert M. Schindler. Increased Consumer Sales Response Though use of 99-ending Prices, 2: 187-200.

Krishnamur, Lakshmanth and Venkatesh Shanker. Relating Price Sensitivity to Retailer Promotional Variables and Pricing Policy: An Empirical Analysis, 3: 249-272.

Lassar, Walfried M. and Banwari Mittal. The Role of Personalization in Service Encounters, 1: 95-109.

Lee, Jungki, Sharon E. Beatty, Morris Mayer, James E. Coleman and Kristy L. Ellis. Customer-Sales Associate Retail Relationships, 3: 223-248.

Lenartowicz, Thomasz, Wagner A. Kamakura and Brain T. Ratchfrord. Productivity Assessment of Multiple Retail Outlets, 4: 333-359.

Leone, Robert P. and Srini S. Srinivasan. Face Value: Its Impact on Coupon Redemptions, Brand Sales, and Brand Profitability, 3: 27? ?90.

Longfellow, Timothy, Scott W. Kelley and Jack Malehorn. Organizational Determinants of Service Employees' Exercise of Routine, Creative, and Deviant Discretion, 2: 135-154.

Mackoy, Robert D. and Richard A. Spreng. An Empirical Examination of a Model of Perceived Service Quality and Satisfaction, 2: 201-214.

Malehorn, Jack, Scott W. Kelley and Timothy Longfellow. Organizational Determinants of Service Employees' Exercise of Routine, Creative, and Deviant Discretion, 2: 135-154.

Mayer, Morris, Sharon E. Beatty, Jungki Lee, James E. Coleman and Kristy L. Ellis. Customer-Sales Associate Retail Relationships, 3: 223-248.

Mittal, Banwari and Walfried M. Lassar. The Role of Personalization in Service Encounters, 1: 95-109.

Paswan, Audhesh K., Rajiv P. Dant and Patrick J. Kaufman. What We Know About Ownership Redirection in Franchising: A Meta-Analysis, 4: 429-461.

Ratchfrord, Brain T., Wagner A. Kamakura and Thomasz Lenartowicz. Productivity Assessment of Multiple Retail Outlets, 4: 333-359.

Reardon, James, Ron Hasty and Barbara Coe. The Effect of Information Technology On Productivity in Retailing, 4: 445-461.

Richardson, Paul S., Arun K. Jain and Alan Dick. Household Store Brand Proneness: A Framework, 2: 159-186.

Schindler, Robert M. and Thomas M. Kibarian. Increased Consumer Sales Response Though use of 99-ending Prices, 2: 187-200.

Schorling, Christopher and Deepak Agrawal. Market Share Forecasting: An Empirical Comparison of Artificial Neural Networks and Multinomial Logit Model, 4: 383-407.

Shankar, Venkatesh and Lakshman Krishnamurthi. Relating Price Sensitivity to Retailer Promotional Variables and Pricing Policy: An Empirical Analysis, 3: 249-272.

Shim, Soyeon and Kenneth C. Gehrt. Hispanic and Native American Adolescents: An Exploratory Study of Their Approach to Shopping, 3: 307-324.

Shoemaker, Robert and Saroja Subrahmanyan. Developing Optimal Pricing and Inventory Policies for Retailers Who Face Uncertain Demand, 1: 7-30.

Spreng, Richard A. and Robert D. Mackoy. An Empirical Examination of a Model of Perceived Service Quality and Satisfaction, 2: 201-214.

Srinivasan, Kannan and Preyas S. Desai. Aggregate versus Product-Specific Pricing: Implications for Franchise and Traditional Channels, 4: 357-382.

Srinivasan, Srini S. and Robert P. Leone. Face Value: Its Impact on Coupon Redemptions, Brand Sales, and Brand Profitability, 3: 273-290.

Subrahmanyan, Saroja and Robert Shoemaker. Developing Optimal Pricing and Inventory Policies for Retailers Who Face Uncertain Demand, 1: 7-30.

Wakefield, Kirk L. and James H. Barnes. Retailing Hedonic Consumption: A Model of Sales Promotion of a Leisure Service, 4: 409-427.

Weitz, Barton A. and Shankar Ganesan. The Impact of Staffing Policies on Retail Buyer Job Attitudes and Behaviors, 1: 31-56.

TITLE INDEX

Aggregate versus Product-Specific Pricing: Implications for Franchise and Traditional Channels. Preyas S. Desai and Kannan Srinivasan, 4: 357-382.

Customer-Sales Associate Retail Relationships. James E. Coleman, Sharon E. Beatty, Jungki Lee, Morris Mayer and Kristy L. Ellis, 3: 223-248.

Developing Optimal Pricing and Inventory Policies for Retailers Who Face Uncertain Demand. Saroja Subrahmanyan and Robert Shoemaker, 1: 7-30.

The Effect of Information Technology On Productivity in Retailing. James Reardon, Ron Hasty and Barbara Coe, 4: 445-461.

The Effects of Perceived Co-Worker Involvement and Supervisor Support on Service Role Stress, Performance and Job Satisfaction. Barry J. Babin and James S. Boles, 1: 57-76.

An Empirical Examination of a Model of Perceived Service Quality and Satisfaction. Richard A. Spreng and Robert D. Mackoy, 2: 201-214.

An Experimental Investigation of Satisfaction and Commitment in Marketing Channels: The Role of Trust and Dependence. Syed Saad Andaleeb, 1: 77-94.

Face Value: Its Impact on Coupon Redemptions, Brand Sales, and Brand Profitability. Robert P. Leone and Srini S. Srinivasan, 3: 273-290.

Hispanic and Native American Adolescents: An Exploratory Study of Their Approach to Shopping. Soyeon Shim and Kenneth C. Gehrt, 3: 307-324.

Household Store Brand Proneness: A Framework. Paul S. Richardson, Arun K. Jain and Alan Dick, 2: 159-186.

The Impact of Staffing Policies on Retail Buyer Job Attitudes and Behaviors. Shankar Ganesan and Barton A. Weitz, 1: 31-56.

Increased Consumer Sales Response Though use of 99-ending Prices. Robert M. Schindler and Thomas M. Kibarian, 2: 187-200.

Market Share Forecasting: An Empirical Comparison of Artificial Neural Networks and Multinomial Logit Model. Deepak Agrawal and Christopher Schorling, 4: 383-407.

Organizational Determinants of Service Employees' Exercise of Routine, Creative, and Deviant Discretion. Scott W. Kelley, Timothy Longfellow and Jack Malehorn, 2: 135-154.

Passing the Torch. Charles Ingene, 4:

Price Competition in a Duopoly Common Retailer Channel. S. Chan Choi, 2: 117-134.

Productivity Assessment of Multiple Retail Outlets. Wagner A. Kamakura, Thomasz Lenartowicz, and Brain T. Ratchfrord, 4: 333-359.

Relating Price Sensitivity to Retailer Promotional Variables and Pricing Policy: An Empirical Analysis. Venkatesh Shanker and Lakshman Krishnamurthi, 3: 249-272.

Retail "Sale" Advertising, Perceived Retailer Credibility and Price Rationale. George S. Bobinski Jr., Dena Cox and Anthony Cox, 3: 291-306.

Retailing Hedonic Consumption: A Model of Sales Promotion of a Leisure Service. Kirk L. Wakefield and James H. Barnes, 4: 409-427.

The Role of Personalization in Service Encounters. Banwari Mittal and Walfried M. Lassar, 1: 95-109.

What We Know About Ownership Redirection in Franchising: A Meta-Analysis. Rajiv P. Dant, Audhesh K. Paswan and Patrick J. Kaufman, 4: 429-444.